

REMARKS

Claims 1-8 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

Regarding claims 1 and 7, the segment, "non-internet media buys" is indefinite. It is not clear what the metes and bounds of non-internet media buys are.

Regarding claims 2-6 and 8 depend from claims 1 and 7 respectively, and are therefore rejected on the same merits.

Non-internet media buys are defined as on page 4, first paragraph as being advertising which is not placed on the internet, which includes advertising on television, radio, and newspaper ads. Therefore, the subject matter is clear.

Claims 1-8 are rejected under 35 U.S.C. 103(a) as best as the Examiner is able to ascertain as being unpatentable over Matsumoto et al (U.S. Patent No. 6,763,334).

Regarding claims 1 and 7, Matsumoto discloses a system and method for determining which non-internet ads direct which web clicks comprising (abstract):

a database comprising information about a user's non-internet media buys (fig. 1, item 15, col. 7, lines 4-56).

(Note: mailing magazine is one example of non-internet media buys)

an index log file optionally comprising a user's IP address (fig. 2, item 62, col. 8, lines 53-64);

 said system comparing information from said first database with information from said index log file to determine which of said non-internet ads generated said web clicks (col 10, lines 8-12).

Matsumoto does not expressly teach a second database for storing user's IP address, but does store user's referrer log showing all referring pages from which the user is led to entrance page and also optionally stores the user's IP address in the index log file (62). Note, the user's IP address does not have to be stored because Matsumoto system uses an index URL embedded in the ad which allows for the monitoring of the user's access induced by the advertisement hence the actions of the user are known without the need for user's IP address, however, optionally user's IP address may be stored (col. 8, lines 53-63).

It would have been obvious to a person of ordinary skill in the art at the time the invention was made to store user's IP address and referrer log in a second database in the Matsumoto system by simply modifying the index log file (62) to be implemented as a database. One would be motivated to use a second database instead of an index log file to easier manipulate the data stored in the index log file.

Regarding claims 2 and 8, Matsumoto discloses the system further comprises a report which shows which ads generated the web clicks (col. 9, lines 61-65).

Regarding claim 3, Matsumoto discloses information about the user's buy comprises; date and time of advertising, type of advertising, location of ad and expiration date of the ad (col. 7, lines 24-40).

Regarding claim 4, Matsumoto discloses the information about a user's media buys further comprises cost of the ad (col. 5, lines 22-29).

Regarding claim 5, Matsumoto discloses the information about a user's media buys further comprises demographics of the ad (col. 6, lines 59-63).

Regarding claim 6, Matsumoto discloses a report which shows which of the web clicks do not correspond to an ad (col. 9, line 61 to col. 10, line 20).

Applicant has present evidence on numerous occasions and will again direct evidence which takes directly from the one prior art references Matsumoto. Matsumoto, in the summary of the invention at col. 2, lines 42-58 states that each advertisement is coated with an ad code which identifies a URL and links the ad space to the index space CGI. Therefore when a user logs into the website using that URL, the system of Matsumoto knows directly which advertisement was used to get the user into the website. The present invention

takes the information about the user's non-internet media buy, such as the fact they advertised in a newspaper, radio or television, and compares that to the user's IP address. The system then determines which of the non-internet advertisements generated the web click. At column 9, lines 24-26 Matsumoto specifically states that since the ref4rncing pages carry the index URL of the ad space 201 which is the key for identification of the origin of the response.

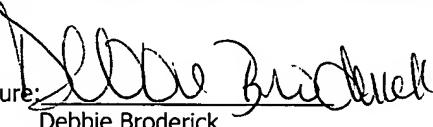
Even the Examiner has stated that although the user's IP address may be stored, it does not have to because the index URL is imbedded in the ad. Therefore, even if the IP address was stored it was used for a comparison for the non-internet media buy.

Regarding the elements of claim 3 that were added to claim 1, Matsumoto does not disclose the location of the non-internet advertisement.

For the reasons stated above, Claims 1-2 and 6-8 are allowable over the prior art.

Applicant now believes the application is in condition for allowance.

"EXPRESS MAIL" Mailing Label No. EV 958093972 US
Date of Deposit: December 20, 2006
I hereby certify that this paper or fee is being
deposited with the United States Postal Service
"Express mail Post Office to Addressee"
service under 37 C.F.R. 1.10 on the date indicated
above and is addressed to the Commissioner
for Patents, P.O. Box 1450, Alexandria, VA 22313

Signature: 
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Respectfully submitted,



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